CONTINUING AUDIT OF MARQUEE VALUES

PLAYER MARQUEE VALUES

BY MAJOR AUDIENCE GROUPS

Based on Interviewing
Conducted In
March, 1946
(Twenty-fifth Audit)

AUDIENCE RESEARCH, INC.
Princeton - New York - Hollywood

ABBOTT & COSTELLO

UPPER PRICE AUDIT		19
REGULAR AUDIT		23
MALES		35
FEMALES		15
MALES:	12-17	60
	18-30	30
	31-up	23
FEMALES:	12-17	25
	18-30	13
	31-up	11
INCOMES:	Upper and Middle	15
	Lower	29
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	18
	Once a Week	23
	More Than Once a Week	29
SIZE OF COMMUNITY:		
	Under 10,000	27
	10,000 to 100,000	28
	100,000 to 500,000	21
	Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).

ALLYSON, JUNE

UPPER PRICE AUDIT		28
REGULAR AUDIT		29
MALES		18
FEMALES		36
MALES:	12-17	26
	18-30	18
	31-up	11
FEMALES:	12-17	68
	18-30	34
	31-up	19
INCOMES:	Upper and Middle	28
	Lower	29
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	18
	Once a Week	31
	More Than Once a Week	37
SIZE OF COMMUNITY:		
	Under 10,000	25
	10,000 to 100,000	25
	100,000 to 500,000	30
	Over 500,000	33

These figures are based on field work
conducted in March, 1946 (25th Audit).

AMECHE, DON

UPPER PRICE AUDIT		16
REGULAR AUDIT		17
MALES		17
FEMALES		17
MALES:	12-17	14
	18-30	17
	31-up	18
FEMALES:	12-17	11
	18-30	15
	31-up	24
INCOMES:	Upper and Middle	17
	Lower	17
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	16
	Once a Week	18
	More Than Once a Week	16
SIZE OF COMMUNITY:		
	Under 10,000	21
	10,000 to 100,000	16
	100,000 to 500,000	18
	Over 500,000	14

These figures are based on field work conducted in March, 1946 (25th Audit).

AUDIENCE RESEARCH, INC.
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UPPER PRICE AUDIT		26
REGULAR AUDIT		26
MALES		16
FEMALES		32
MALES:	12-17	25
	18-30	18
	31-up	7
FEMALES:	12-17	52
	18-30	36
	31-up	13
INCOMES:	Upper and Middle	23
	Lower	27
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	13
	Once a Week	28
	More Than Once a Week	36
SIZE OF COMMUNITY:		
	Under 10,000	25
	10,000 to 100,000	22
	100,000 to 500,000	24
	Over 500,000	30

These figures are based on field work conducted in March, 1946 (25th Audit).

ARTHUR, JEAN

UPPER PRICE AUDIT		13
REGULAR AUDIT		13
MALES		10
FEMALES		15
MALES:	12-17	7
	18-30	10
	31-up	12
FEMALES:	12-17	9
	18-30	15
	31-up	17
INCOMES:	Upper and Middle	15
	Lower	11
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	12
	Once a Week	13
	More Than Once a Week	12
SIZE OF COMMUNITY:		
	Under 10,000	14
	10,000 to 100,000	11
	100,000 to 500,000	12
	Over 500,000	13

These figures are based on field work conducted in March, 1946 (25th Audit).

AUMONT, JEAN PIERRE

UPPER PRICE AUDIT		6
REGULAR AUDIT		5
MALES		4
FEMALES		6
MALES:	12-17	5
	18-30	5
	31-up	1
FEMALES:	12-17	7
	18-30	8
	31-up	2
INCOMES:	Upper and Middle	6
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	3
	More Than Once a Week	9
SIZE OF COMMUNITY:		
	Under 10,000	2
	10,000 to 100,000	2
	100,000 to 500,000	6
	Over 500,000	8

These figures are based on field work conducted in March, 1946 (25th Audit).

AUDIENCE RESEARCH, INC.
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BACALL, LAUREN

UPPER PRICE AUDIT	20
REGULAR AUDIT	20
MALES	18
FEMALES	22
MALES: 12-17	18
18-30	23
31-up	13
FEMALES: 12-17	30
18-30	24
31-up	13
INCOMES: Upper and Middle	21
Lower	20
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	14
Once a Week	22
More Than Once a Week	25
SIZE OF COMMUNITY:	
Under 10,000	17
10,000 to 100,000	19
100,000 to 500,000	20
Over 500,000	23

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	11
REGULAR AUDIT	11
MALES	10
FEMALES	12
MALES: 12-17	5
18-30	8
31-up	16
FEMALES: 12-17	5
18-30	9
31-up	20
INCOMES: Upper and Middle	16
Lower	8
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	15
Once a Week	10
More Than Once a Week	8
SIZE OF COMMUNITY:	
Under 10,000	10
10,000 to 100,000	10
100,000 to 500,000	10
Over 500,000	13

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		21
REGULAR AUDIT		21
MALES		22
FEMALES		20
MALES:	12-17	17
	18-30	20
	31-up	27
FEMALES:	12-17	10
	18-30	14
	31-up	38
INCOMES:	Upper and Middle	24
	Lower	18
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	25
	Once a Week	21
	More Than Once a Week	16
SIZE OF COMMUNITY:		
	Under 10,000	23
	10,000 to 100,000	21
	100,000 to 500,000	21
	Over 500,000	20

These figures are based on field work
conducted in March, 1946 (25th Audit).

BAXTER, ANNE

UPPER PRICE AUDIT		6
REGULAR AUDIT		6
MALES		4
FEMALES		8
MALES:	12-17	5
	18-30	4
	31-up	3
FEMALES:	12-17	9
	18-30	8
	31-up	5
INCOMES:	Upper and Middle	6
	Lower	7
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	7
	More Than Once a Week	7
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	6
	100,000 to 500,000	6
	Over 500,000	5

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		14
REGULAR AUDIT		15
MALES		24
FEMALES		10
MALES:	12-17	34
	18-30	23
	31-up	16
FEMALES:	12-17	11
	18-30	10
	31-up	9
INCOMES:	Upper and Middle	13
	Lower	17
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	11
	Once a Week	14
	More Than Once a Week	21
SIZE OF COMMUNITY:		
	Under 10,000	12
	10,000 to 100,000	14
	100,000 to 500,000	14
	Over 500,000	19

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		11
REGULAR AUDIT		11
MALES		10
FEMALES		11
MALES:	12-17	6
	18-30	11
	31-up	13
FEMALES:	12-17	5
	18-30	12
	31-up	14
INCOMES:	Upper and Middle	10
	Lower	12
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	12
	More Than Once a Week	12
SIZE OF COMMUNITY:		
	Under 10,000	11
	10,000 to 100,000	11
	100,000 to 500,000	12
	Over 500,000	11

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		14
REGULAR AUDIT		16
MALES		23
FEMALES		11
MALES:	12-17	32
	18-30	20
	31-up	21
FEMALES:	12-17	10
	18-30	10
	31-up	14
INCOMES:	Upper and Middle	13
	Lower	18
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	16
	Once a Week	18
	More Than Once a Week	15
SIZE OF COMMUNITY:		
	Under 10,000	19
	10,000 to 100,000	19
	100,000 to 500,000	15
	Over 500,000	14

These figures are based on field work
conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		53
REGULAR AUDIT		48
MALES		37
FEMALES		55
MALES:	12-17	28
	18-30	43
	31-up	38
FEMALES:	12-17	46
	18-30	59
	31-up	53
INCOMES:	Upper and Middle	56
	Lower	42
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	48
	Once a Week	48
	More Than Once a Week	47
SIZE OF COMMUNITY:		
	Under 10,000	43
	10,000 to 100,000	43
	100,000 to 500,000	45
	Over 500,000	55

These figures are based on field work conducted in March, 1946 (25th Audit).

BESSER, JOE

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	1
	18-30	1
	31-up	1
FEMALES:	12-17	2
	18-30	1
	31-up	*
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	1
	More Than Once a Week	*
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	*
	100,000 to 500,000	*
	Over 500,000	3

* Less than one per cent

These figures are based on field work conducted in March, 1946 (25th Audit).

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BLAIR, JANET

UPPER PRICE AUDIT		6
REGULAR AUDIT		7
MALES		6
FEMALES		7
MALES:	12-17	9
	18-30	5
	31-up	4
FEMALES:	12-17	12
	18-30	8
	31-up	3
INCOMES:	Upper and Middle	6
	Lower	7
FREQUENCY OF ATTENDANCE:	Less Than Once a Week	4
	Once a Week	6
	More Than Once a Week	9
SIZE OF COMMUNITY:	Under 10,000	11
	10,000 to 100,000	7
	100,000 to 500,000	5
	Over 500,000	5

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		39
REGULAR AUDIT		40
MALES		47
FEMALES		36
MALES:	12-17	55
	18-30	50
	31-up	38
FEMALES:	12-17	34
	18-30	39
	31-up	32
INCOMES:	Upper and Middle	37
	Lower	42
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	34
	Once a Week	40
	More Than Once a Week	46
SIZE OF COMMUNITY:		
	Under 10,000	35
	10,000 to 100,000	38
	100,000 to 500,000	41
	Over 500,000	43

These figures are based on field work
conducted in March, 1946 (25th Audit).

BOWMAN, LEE

UPPER PRICE AUDIT	4
REGULAR AUDIT	5
MALES	4
FEMALES	5
MALES: 12-17	5
18-30	5
31-up	2
FEMALES: 12-17	7
18-30	6
31-up	4
INCOMES: Upper and Middle	5
Lower	5
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	3
Once a Week	6
More Than Once a Week	7
SIZE OF COMMUNITY:	
Under 10,000	4
10,000 to 100,000	4
100,000 to 500,000	4
Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

BOYER, CHARLES

UPPER PRICE AUDIT		15
REGULAR AUDIT		15
MALES		10
FEMALES		18
MALES:	12-17	9
	18-30	10
	31-up	12
FEMALES:	12-17	11
	18-30	17
	31-up	24
INCOMES:	Upper and Middle	17
	Lower	13
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	17
	Once a Week	15
	More Than Once a Week	13
SIZE OF COMMUNITY:		
	Under 10,000	16
	10,000 to 100,000	13
	100,000 to 500,000	15
	Over 500,000	15

These figures are based on field work conducted in March, 1946 (25th Audit).

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BRACKEN, EDDIE

UPPER PRICE AUDIT		16
REGULAR AUDIT		18
MALES		24
FEMALES		13
MALES:	12-17	36
	18-30	23
	31-up	17
FEMALES:	12-17	22
	18-30	13
	31-up	7
INCOMES:	Upper and Middle	16
	Lower	19
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	13
	Once a Week	17
	More Than Once a Week	24
SIZE OF COMMUNITY:		
	Under 10,000	15
	10,000 to 100,000	18
	100,000 to 500,000	18
	Over 500,000	19

These figures are based on field work conducted in March, 1946 (25th Audit).

BRENT, GEORGE

UPPER PRICE AUDIT		14
REGULAR AUDIT		13
MALES		11
FEMALES		15
MALES:	12-17	7
	18-30	10
	31-up	16
FEMALES:	12-17	8
	18-30	14
	31-up	21
INCOMES:	Upper and Middle	15
	Lower	13
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	12
	Once a Week	14
	More Than Once a Week	15
SIZE OF COMMUNITY:		
	Under 10,000	14
	10,000 to 100,000	13
	100,000 to 500,000	13
	Over 500,000	14

These figures are based on field work conducted in March, 1946 (25th Audit).

BUCHANAN, EDGAR

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	*
	18-30	1
	31-up	2
FEMALES:	12-17	2
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	1
FREQUENCY OF ATTENDANCE:	Less Than Once a Week	1
	Once a Week	*
	More Than Once a Week	1
SIZE OF COMMUNITY:	Under 10,000	2
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	*

*Less than one per cent.

These figures are based on field work conducted in March, 1946 (25th Audit).

BURNETTE, SMILEY

UPPER PRICE AUDIT		1
REGULAR AUDIT		4
MALES		7
FEMALES		2
MALES:	12-17	10
	18-30	7
	31-up	5
FEMALES:	12-17	2
	18-30	2
	31-up	2
INCOMES:	Upper and Middle	1
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	4
	More Than Once a Week	6
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	5
	100,000 to 500,000	2
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

CAGNEY, JAMES

UPPER PRICE AUDIT		26
REGULAR AUDIT		26
MALES		35
FEMALES		20
MALES:	12-17	38
	18-30	36
	31-up	33
FEMALES:	12-17	19
	18-30	19
	31-up	23
INCOMES:	Upper and Middle	24
	Lower	28
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	25
	Once a Week	24
	More Than Once a Week	29
SIZE OF COMMUNITY:		
	Under 10,000	22
	10,000 to 100,000	27
	100,000 to 500,000	27
	Over 500,000	27

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		*
MALES:	12-17	3
	18-30	*
	31-up	*
FEMALES:	12-17	*
	18-30	*
	31-up	*
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	1
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	*
	100,000 to 500,000	*
	Over 500,000	1

***Less than one per cent**

These figures are based on field work conducted in March, 1946 (25th Audit).

CANOVA, JUDY

UPPER PRICE AUDIT		5
REGULAR AUDIT		7
MALES		8
FEMALES		6
MALES:	12-17	9
	18-30	7
	31-up	7
FEMALES:	12-17	6
	18-30	6
	31-up	7
INCOMES:	Upper and Middle	4
	Lower	8
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	6
	Once a Week	8
	More Than Once a Week	6
SIZE OF COMMUNITY:		
	Under 10,000	12
	10,000 to 100,000	10
	100,000 to 500,000	5
	Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

CANTOR, EDDIE

UPPER PRICE AUDIT		14
REGULAR AUDIT		15
MALES		19
FEMALES		12
MALES:	12-17	26
	18-30	12
	31-up	19
FEMALES:	12-17	13
	18-30	9
	31-up	18
INCOMES:	Upper and Middle	13
	Lower	16
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	14
	Once a Week	15
	More Than Once a Week	15
SIZE OF COMMUNITY:		
	Under 10,000	16
	10,000 to 100,000	14
	100,000 to 500,000	11
	Over 500,000	17

These figures are based on field work conducted in March, 1946 (25th Audit).

CHAPMAN, MARGUERITE

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		2
FEMALES		2
MALES:	12-17	2
	18-30	3
	31-up	1
FEMALES:	12-17	1
	18-30	2
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	3
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	2
	10,000 to 100,000	2
	100,000 to 500,000	2
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

CLARK, DANE

UPPER PRICE AUDIT		19
REGULAR AUDIT		19
MALES		11
FEMALES		25
MALES:	12-17	16
	18-30	12
	31-up	7
FEMALES:	12-17	40
	18-30	27
	31-up	11
INCOMES:	Upper and Middle	18
	Lower	20
FREQUENCY OF ATTENDANCE:	Less Than Once a Week	10
	Once a Week	21
	More Than Once a Week	27
SIZE OF COMMUNITY:	Under 10,000	14
	10,000 to 100,000	19
	100,000 to 500,000	15
	Over 500,000	24

These figures are based on field work
conducted in March, 1946 (25th Audit).

COBURN, CHARLES

UPPER PRICE AUDIT		7
REGULAR AUDIT		7
MALES		9
FEMALES		5
MALES:	12-17	4
	18-30	10
	31-up	10
FEMALES:	12-17	2
	18-30	5
	31-up	7
INCOMES:	Upper and Middle	8
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	6
	Once a Week	6
	More Than Once a Week	7
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	5
	100,000 to 500,000	7
	Over 500,000	8

These figures are based on field work conducted in March, 1946 (25th Audit).

COCHRAN, STEVE

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		*
FEMALES		2
MALES:	12-17	*
	18-30	*
	31-up	*
FEMALES:	12-17	4
	18-30	2
	31-up	2
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	2
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	2
	100,000 to 500,000	*
	Over 500,000	1

*Less than one per cent

These figures are based on field work conducted in March, 1946 (25th Audit).

COLBERT, CLAUDETTE

UPPER PRICE AUDIT		32
REGULAR AUDIT		30
MALES		24
FEMALES		35
MALES:	12-17	15
	18-30	22
	31-up	30
FEMALES:	12-17	23
	18-30	33
	31-up	44
INCOMES:	Upper and Middle	33
	Lower	28
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	31
	Once a Week	31
	More Than Once a Week	28
SIZE OF COMMUNITY:		
	Under 10,000	33
	10,000 to 100,000	28
	100,000 to 500,000	28
	Over 500,000	32

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		23
REGULAR AUDIT		21
MALES		19
FEMALES		22
MALES:	12-17	13
	18-30	19
	31-up	23
FEMALES:	12-17	13
	18-30	21
	31-up	30
INCOMES:	Upper and Middle	26
	Lower	17
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	23
	Once a Week	22
	More Than Once a Week	18
SIZE OF COMMUNITY:		
	Under 10,000	15
	10,000 to 100,000	17
	100,000 to 500,000	21
	Over 500,000	25

These figures are based on field work conducted in March, 1946 (25th Audit).

COLONNA, JERRY

UPPER PRICE AUDIT		5
REGULAR AUDIT		6
MALES		9
FEMALES		5
MALES:	12-17	16
	18-30	10
	31-up	4
FEMALES:	12-17	6
	18-30	4
	31-up	4
INCOMES:	Upper and Middle	5
	Lower	8
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	6
	Once a Week	5
	More Than Once a Week	9
SIZE OF COMMUNITY:		
	Under 10,000	7
	10,000 to 100,000	6
	100,000 to 500,000	4
	Over 500,000	8

These figures are based on field work conducted in March, 1946 (25th Audit).

CONTE, RICHARD

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UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		2
MALES:	12-17	2
	18-30	1
	31-up	1
FEMALES:	12-17	3
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	*
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	2
	10,000 to 100,000	*
	100,000 to 500,000	1
	Over 500,000	3

***Less than one per cent**

These figures are based on field work conducted in March, 1946 (25th Audit).

AUDIENCE RESEARCH, INC.
Princeton - New York - Hollywood

COOPER, GARY

UPPER PRICE AUDIT		41
REGULAR AUDIT		43
MALES		50
FEMALES		38
MALES:	12-17	54
	18-30	50
	31-up	46
FEMALES:	12-17	35
	18-30	36
	31-up	44
INCOMES:	Upper and Middle	41
	Lower	43
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	41
	Once a Week	42
	More Than Once a Week	45
SIZE OF COMMUNITY:		
	Under 10,000	47
	10,000 to 100,000	43
	100,000 to 500,000	43
	Over 500,000	41

These figures are based on field work conducted in March, 1946 (25th Audit).

COOPER, GLADYS

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		3
FEMALES		1
MALES:	12-17	1
	18-30	3
	31-up	3
FEMALES:	12-17	0
	18-30	1
	31-up	2
INCOMES:	Upper and Middle	2
	Lower	2
FREQUENCY OF ATTENDANCE:	Less Than Once a Week	1
	Once a Week	2
	More Than Once a Week	2
SIZE OF COMMUNITY:	Under 10,000	2
	10,000 to 100,000	3
	100,000 to 500,000	2
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

COTTEN, JOSEPH

UPPER PRICE AUDIT		38
REGULAR AUDIT		35
MALES		23
FEMALES		43
MALES:	12-17	24
	18-30	26
	31-up	20
FEMALES:	12-17	43
	18-30	47
	31-up	35
INCOMES:	Upper and Middle	39
	Lower	32
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	28
	Once a Week	39
	More Than Once a Week	37
SIZE OF COMMUNITY:		
	Under 10,000	27
	10,000 to 100,000	29
	100,000 to 500,000	33
	Over 500,000	44

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		13
REGULAR AUDIT		14
MALES		9
FEMALES		17
MALES:	12-17	13
	18-30	13
	31-up	4
FEMALES:	12-17	31
	18-30	17
	31-up	7
INCOMES:	Upper and Middle	14
	Lower	14
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	14
	More Than Once a Week	18
SIZE OF COMMUNITY:		
	Under 10,000	14
	10,000 to 100,000	15
	100,000 to 500,000	14
	Over 500,000	14

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		20
REGULAR AUDIT		20
MALES		15
FEMALES		23
MALES:	12-17	5
	18-30	16
	31-up	21
FEMALES:	12-17	14
	18-30	23
	31-up	29
INCOMES:	Upper and Middle	22
	Lower	18
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	19
	Once a Week	21
	More Than Once a Week	20
SIZE OF COMMUNITY:		
	Under 10,000	20
	10,000 to 100,000	17
	100,000 to 500,000	25
	Over 500,000	17

These figures are based on field work
conducted in March, 1946 (25th Audit).

CROSBY, BING

UPPER PRICE AUDIT		57
REGULAR AUDIT		57
MALES		58
FEMALES		56
MALES:	12-17	61
	18-30	59
	31-up	56
FEMALES:	12-17	55
	18-30	56
	31-up	58
INCOMES:	Upper and Middle	56
	Lower	58
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	56
	Once a Week	57
	More Than Once a Week	59
SIZE OF COMMUNITY:		
	Under 10,000	51
	10,000 to 100,000	63
	100,000 to 500,000	61
	Over 500,000	53

These figures are based on field work conducted in March, 1946 (25th Audit).

CUMMINGS, CONSTANCE

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		2
FEMALES		1
MALES:	12-17	3
	18-30	2
	31-up	2
FEMALES:	12-17	3
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	2
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	2
	100,000 to 500,000	2
	Over 500,000	1

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	12
REGULAR AUDIT	11
MALES	8
FEMALES	13
MALES: 12-17	10
18-30	8
31-up	6
FEMALES: 12-17	18
18-30	15
31-up	7
INCOMES: Upper and Middle	12
Lower	10
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	8
Once a Week	11
More Than Once a Week	15
SIZE OF COMMUNITY:	
Under 10,000	8
10,000 to 100,000	12
100,000 to 500,000	12
Over 500,000	12

These figures are based on field work
conducted in March, 1946 (25th Audit).

DARNELL, LINDA

UPPER PRICE AUDIT		11
REGULAR AUDIT		12
MALES		12
FEMALES		12
MALES:	12-17	13
	18-30	16
	31-up	8
FEMALES:	12-17	20
	18-30	12
	31-up	8
INCOMES:	Upper and Middle	10
	Lower	14
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	8
	Once a Week	12
	More Than Once a Week	16
SIZE OF COMMUNITY:		
	Under 10,000	15
	10,000 to 100,000	12
	100,000 to 500,000	12
	Over 500,000	11

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		43
REGULAR AUDIT		39
MALES		30
FEMALES		45
MALES:	12-17	16
	18-30	32
	31-up	37
FEMALES:	12-17	31
	18-30	46
	31-up	52
INCOMES:	Upper and Middle	45
	Lower	35
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	43
	Once a Week	38
	More Than Once a Week	36
SIZE OF COMMUNITY:		
	Under 10,000	36
	10,000 to 100,000	37
	100,000 to 500,000	37
	Over 500,000	42

These figures are based on field work conducted in March, 1946 (25th Audit).

DAVIS, JOAN

UPPER PRICE AUDIT	18
REGULAR AUDIT	20
MALES	20
FEMALES	20
MALES: 12-17	25
18-30	19
31-up	17
FEMALES: 12-17	25
18-30	17
31-up	22
INCOMES: Upper and Middle	16
Lower	22
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	16
Once a Week	19
More Than Once a Week	24
SIZE OF COMMUNITY:	
Under 10,000	21
10,000 to 100,000	21
100,000 to 500,000	19
Over 500,000	19

These figures are based on field work
conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	16
REGULAR AUDIT	16
MALES	12
FEMALES	18
MALES: 12-17	12
18-30	15
31-up	10
FEMALES: 12-17	22
18-30	20
31-up	10
INCOMES: Upper and Middle	14
Lower	17
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	10
Once a Week	16
More Than Once a Week	20
SIZE OF COMMUNITY:	
Under 10,000	13
10,000 to 100,000	15
100,000 to 500,000	14
Over 500,000	18

These figures are based on field work conducted in March, 1946 (25th Audit).

DE CARLO, YVONNE

UPPER PRICE AUDIT		5
REGULAR AUDIT		5
MALES		6
FEMALES		4
MALES:	12-17	9
	18-30	7
	31-up	2
FEMALES:	12-17	9
	18-30	4
	31-up	2
INCOMES:	Upper and Middle	5
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	5
	More Than Once a Week	7
SIZE OF COMMUNITY:		
	Under 10,000	6
	10,000 to 100,000	6
	100,000 to 500,000	4
	Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

DE CORDOVA, ARTURO

UPPER PRICE AUDIT		6
REGULAR AUDIT		5
MALES		4
FEMALES		6
MALES:	12-17	6
	18-30	6
	31-up	1
FEMALES:	12-17	10
	18-30	7
	31-up	4
INCOMES:	Upper and Middle	5
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	4
	More Than Once a Week	10
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	5
	100,000 to 500,000	5
	Over 500,000	6

These figures are based on field work
conducted in March, 1946 (25th Audit).

DE HAVILLAND, OLIVIA

UPPER PRICE AUDIT		19
REGULAR AUDIT		17
MALES		12
FEMALES		21
MALES:	12-17	8
	18-30	16
	31-up	13
FEMALES:	12-17	14
	18-30	21
	31-up	23
INCOMES:	Upper and Middle	21
	Lower	15
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	18
	Once a Week	17
	More Than Once a Week	17
SIZE OF COMMUNITY:		
	Under 10,000	17
	10,000 to 100,000	18
	100,000 to 500,000	17
	Over 500,000	17

These figures are based on field work conducted in March, 1946 (25th Audit).

DEVINE, ANDY

UPPER PRICE AUDIT		3
REGULAR AUDIT		4
MALES		7
FEMALES		2
MALES:	12-17	9
	18-30	8
	31-up	5
FEMALES:	12-17	3
	18-30	2
	31-up	3
INCOMES:	Upper and Middle	3
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	5
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	7
	100,000 to 500,000	2
	Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

DRAKE, ALFRED

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	1
	18-30	2
	31-up	1
FEMALES:	12-17	2
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	2
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

DRAKE, CHARLES

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		2
FEMALES		2
MALES:	12-17	2
	18-30	2
	31-up	1
FEMALES:	12-17	4
	18-30	2
	31-up	1
INCOMES:	Upper and Middle	1
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	3
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	2
	100,000 to 500,000	2
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		8
REGULAR AUDIT		9
MALES		5
FEMALES		11
MALES:	12-17	9
	18-30	6
	31-up	3
FEMALES:	12-17	23
	18-30	12
	31-up	2
INCOMES:	Upper and Middle	8
	Lower	9
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	7
	More Than Once a Week	15
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	8
	100,000 to 500,000	8
	Over 500,000	10

These figures are based on field work conducted in March, 1946 (25th Audit).

DREW, ELLEN

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		1
FEMALES		2
MALES:	12-17	*
	18-30	2
	31-up	2
FEMALES:	12-17	2
	18-30	2
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	2
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	2
	100,000 to 500,000	2
	Over 500,000	2

***Less Than One per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		21
REGULAR AUDIT		19
MALES		15
FEMALES		22
MALES:	12-17	8
	18-30	15
	31-up	19
FEMALES:	12-17	12
	18-30	20
	31-up	31
INCOMES:	Upper and Middle	23
	Lower	16
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	21
	Once a Week	20
	More Than Once a Week	16
SIZE OF COMMUNITY:		
	Under 10,000	18
	10,000 to 100,000	19
	100,000 to 500,000	18
	Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).

DURANTE, JIMMY

UPPER PRICE AUDIT		12
REGULAR AUDIT		13
MALES		20
FEMALES		9
MALES:	12-17	34
	18-30	16
	31-up	15
FEMALES:	12-17	12
	18-30	7
	31-up	10
INCOMES:	Upper and Middle	10
	Lower	15
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	13
	Once a Week	13
	More Than Once a Week	14
SIZE OF COMMUNITY:		
	Under 10,000	13
	10,000 to 100,000	15
	100,000 to 500,000	13
	Over 500,000	12

These figures are based on field work
conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		19
REGULAR AUDIT		20
MALES		17
FEMALES		22
MALES:	12-17	13
	18-30	16
	31-up	20
FEMALES:	12-17	22
	18-30	22
	31-up	22
INCOMES:	Upper and Middle	19
	Lower	21
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	20
	Once a Week	20
	More Than Once a Week	21
SIZE OF COMMUNITY:		
	Under 10,000	20
	10,000 to 100,000	20
	100,000 to 500,000	21
	Over 500,000	19

These figures are based on field work conducted in March, 1946 (25th Audit).

ERROL, LEON

UPPER PRICE AUDIT		3
REGULAR AUDIT		4
MALES		8
FEMALES		2
MALES:	12-17	13
	18-30	6
	31-up	6
FEMALES:	12-17	2
	18-30	1
	31-up	2
INCOMES:	Upper and Middle	4
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	4
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	5
	100,000 to 500,000	3
	Over 500,000	5

These figures are based on field work conducted in March, 1946 (25th Audit).

FAIRBANKS, DOUGLAS, JR.

UPPER PRICE AUDIT		12
REGULAR AUDIT		11
MALES		12
FEMALES		11
MALES:	12-17	11
	18-30	9
	31-up	15
FEMALES:	12-17	12
	18-30	11
	31-up	10
INCOMES:	Upper and Middle	10
	Lower	12
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	13
	More Than Once a Week	12
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	11
	100,000 to 500,000	10
	Over 500,000	14

These figures are based on field work conducted in March, 1946 (25th Audit).

FAYE, ALICE

UPPER PRICE AUDIT		18
REGULAR AUDIT		18
MALES		16
FEMALES		19
MALES:	12-17	14
	18-30	14
	31-up	18
FEMALES:	12-17	17
	18-30	18
	31-up	21
INCOMES:	Upper and Middle	16
	Lower	19
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	18
	Once a Week	17
	More Than Once a Week	19
SIZE OF COMMUNITY:		
	Under 10,000	23
	10,000 to 100,000	15
	100,000 to 500,000	19
	Over 500,000	16

These figures are based on field work conducted in March, 1946 (25th Audit).

FIELD, BETTY

UPPER PRICE AUDIT		6
REGULAR AUDIT		6
MALES		4
FEMALES		7
MALES:	12-17	2
	18-30	4
	31-up	5
FEMALES:	12-17	6
	18-30	8
	31-up	6
INCOMES:	Upper and Middle	6
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	5
	Once a Week	6
	More Than Once a Week	6
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	4
	100,000 to 500,000	4
	Over 500,000	8

These figures are based on field work conducted in March, 1946 (25th Audit).

FITZGERALD, BARRY

UPPER PRICE AUDIT		20
REGULAR AUDIT		19
MALES		20
FEMALES		18
MALES:	12-17	15
	18-30	20
	31-up	24
FEMALES:	12-17	12
	18-30	17
	31-up	23
INCOMES:	Upper and Middle	23
	Lower	16
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	22
	Once a Week	17
	More Than Once a Week	18
SIZE OF COMMUNITY:		
	Under 10,000	18
	10,000 to 100,000	16
	100,000 to 500,000	16
	Over 500,000	23

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		24
REGULAR AUDIT		25
MALES		31
FEMALES		21
MALES:	12-17	43
	18-30	33
	31-up	21
FEMALES:	12-17	27
	18-30	21
	31-up	19
INCOMES:	Upper and Middle	21
	Lower	28
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	20
	Once a Week	24
	More Than Once a Week	32
SIZE OF COMMUNITY:		
	Under 10,000	24
	10,000 to 100,000	23
	100,000 to 500,000	26
	Over 500,000	27

These figures are based on field work conducted in March, 1946 (25th Audit).

FOCH, NINA

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	2
	18-30	2
	31-up	*
FEMALES:	12-17	*
	18-30	2
	31-up	*
INCOMES:	Upper and Middle	2
	Lower	*
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	2
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

***Less Than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	14
REGULAR AUDIT	12
MALES	13
FEMALES	12
MALES: 12-17	13
18-30	16
31-up	11
FEMALES: 12-17	10
18-30	13
31-up	11
INCOMES: Upper and Middle	12
Lower	12
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	12
Once a Week	13
More Than Once a Week	13
SIZE OF COMMUNITY:	
Under 10,000	7
10,000 to 100,000	11
100,000 to 500,000	14
Over 500,000	15

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	20
REGULAR AUDIT	18
MALES	12
FEMALES	21
MALES: 12-17	7
18-30	14
31-up	14
FEMALES: 12-17	16
18-30	24
31-up	20
INCOMES: Upper and Middle	21
Lower	15
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	17
Once a Week	19
More Than Once a Week	18
SIZE OF COMMUNITY:	
Under 10,000	14
10,000 to 100,000	14
100,000 to 500,000	20
Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).

FORD, GLENN

UPPER PRICE AUDIT	4
REGULAR AUDIT	5
MALES	4
FEMALES	6
MALES: 12-17	7
18-30	5
31-up	2
FEMALES: 12-17	12
18-30	6
31-up	2
INCOMES: Upper and Middle	5
Lower	6
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	3
Once a Week	7
More Than Once a Week	6
SIZE OF COMMUNITY:	
Under 10,000	5
10,000 to 100,000	5
100,000 to 500,000	6
Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

GABLE, CLARK

UPPER PRICE AUDIT		43
REGULAR AUDIT		43
MALES		38
FEMALES		47
MALES:	12-17	33
	18-30	40
	31-up	40
FEMALES:	12-17	40
	18-30	46
	31-up	53
INCOMES:	Upper and Middle	44
	Lower	43
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	45
	Once a Week	43
	More Than Once a Week	42
SIZE OF COMMUNITY:		
	Under 10,000	50
	10,000 to 100,000	41
	100,000 to 500,000	43
	Over 500,000	43

These figures are based on field work conducted in March, 1946 (25th Audit).

GARBO, GRETA

UPPER PRICE AUDIT		7
REGULAR AUDIT		7
MALES		5
FEMALES		7
MALES:	12-17	1
	18-30	7
	31-up	7
FEMALES:	12-17	1
	18-30	6
	31-up	14
INCOMES:	Upper and Middle	9
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	9
	Once a Week	5
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	6
	10,000 to 100,000	5
	100,000 to 500,000	8
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

GARFIELD, JOHN

UPPER PRICE AUDIT	25
REGULAR AUDIT	25
MALES	28
FEMALES	22
MALES: 12-17	34
18-30	28
31-up	25
FEMALES: 12-17	21
18-30	24
31-up	19
INCOMES: Upper and Middle	23
Lower	25
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	21
Once a Week	24
More Than Once a Week	29
SIZE OF COMMUNITY:	
Under 10,000	20
10,000 to 100,000	23
100,000 to 500,000	25
Over 500,000	28

These figures are based on field work conducted in March, 1946 (25th Audit).

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GARLAND, JUDY

UPPER PRICE AUDIT		36
REGULAR AUDIT		37
MALES		32
FEMALES		41
MALES:	12-17	31
	18-30	33
	31-up	30
FEMALES:	12-17	52
	18-30	41
	31-up	34
INCOMES:	Upper and Middle	34
	Lower	40
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	29
	Once a Week	41
	More Than Once a Week	41
SIZE OF COMMUNITY:		
	Under 10,000	45
	10,000 to 100,000	38
	100,000 to 500,000	33
	Over 500,000	37

These figures are based on field work conducted in March, 1946 (25th Audit).

GARNER, PEGGY ANN

UPPER PRICE AUDIT		7
REGULAR AUDIT		8
MALES		5
FEMALES		9
MALES:	12-17	7
	18-30	4
	31-up	5
FEMALES:	12-17	19
	18-30	8
	31-up	7
INCOMES:	Upper and Middle	8
	Lower	8
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	6
	Once a Week	7
	More Than Once a Week	10
SIZE OF COMMUNITY:		
	Under 10,000	6
	10,000 to 100,000	9
	100,000 to 500,000	7
	Over 500,000	8

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	51
REGULAR AUDIT	49
MALES	38
FEMALES	56
MALES: 12-17	29
18-30	40
31-up	42
FEMALES: 12-17	50
18-30	55
31-up	61
INCOMES: Upper and Middle	55
Lower	44
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	49
Once a Week	50
More Than Once a Week	47
SIZE OF COMMUNITY:	
Under 10,000	52
10,000 to 100,000	45
100,000 to 500,000	48
Over 500,000	50

These figures are based on field work conducted in March, 1946 (25th Audit).

GODDARD, PAULETTE

UPPER PRICE AUDIT		22
REGULAR AUDIT		20
MALES		18
FEMALES		22
MALES:	12-17	20
	18-30	19
	31-up	16
FEMALES:	12-17	22
	18-30	24
	31-up	17
INCOMES:	Upper and Middle	22
	Lower	19
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	17
	Once a Week	21
	More Than Once a Week	24
SIZE OF COMMUNITY:		
	Under 10,000	23
	10,000 to 100,000	22
	100,000 to 500,000	17
	Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	28
REGULAR AUDIT	34
MALES	39
FEMALES	30
MALES: 12-17	50
18-30	34
31-up	36
FEMALES: 12-17	41
18-30	29
31-up	26
INCOMES: Upper and Middle	29
Lower	38
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	26
Once a Week	33
More Than Once a Week	43
SIZE OF COMMUNITY:	
Under 10,000	43
10,000 to 100,000	35
100,000 to 500,000	31
Over 500,000	32

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	1
	18-30	1
	31-up	1
FEMALES:	12-17	1
	18-30	*
	31-up	1
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	1
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	*
	Over 500,000	1

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		40
REGULAR AUDIT		38
MALES		40
FEMALES		37
MALES:	12-17	38
	18-30	43
	31-up	38
FEMALES:	12-17	33
	18-30	39
	31-up	38
INCOMES:	Upper and Middle	40
	Lower	37
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	35
	Once a Week	39
	More Than Once a Week	40
SIZE OF COMMUNITY:		
	Under 10,000	37
	10,000 to 100,000	38
	100,000 to 500,000	39
	Over 500,000	39

These figures are based on field work
conducted in March, 1946 (25th Audit).

HALE, BARBARA

UPPER PRICE AUDIT	2
REGULAR AUDIT	2
MALES	2
FEMALES	2
MALES: 12-17	2
18-30	1
31-up	2
FEMALES: 12-17	2
18-30	2
31-up	2
INCOMES: Upper and Middle	1
Lower	2
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	1
Once a Week	2
More Than Once a Week	2
SIZE OF COMMUNITY:	
Under 10,000	2
10,000 to 100,000	2
100,000 to 500,000	1
Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

HALL, JON

UPPER PRICE AUDIT		6
REGULAR AUDIT		7
MALES		7
FEMALES		7
MALES:	12-17	13
	18-30	7
	31-up	3
FEMALES:	12-17	11
	18-30	8
	31-up	3
INCOMES:	Upper and Middle	6
	Lower	7
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	6
	More Than Once a Week	10
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	9
	100,000 to 500,000	6
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

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UPPER PRICE AUDIT		5
REGULAR AUDIT		5
MALES		4
FEMALES		6
MALES:	12-17	2
	18-30	3
	31-up	7
FEMALES:	12-17	1
	18-30	4
	31-up	13
INCOMES:	Upper and Middle	6
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	7
	Once a Week	5
	More Than Once a Week	4
SIZE OF COMMUNITY:		
	Under 10,000	8
	10,000 to 100,000	6
	100,000 to 500,000	3
	Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	4
REGULAR AUDIT	3
MALES	4
FEMALES	3
MALES: 12-17	1
18-30	3
31-up	6
FEMALES: 12-17	1
18-30	2
31-up	6
INCOMES: Upper and Middle	5
Lower	2
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	4
Once a Week	4
More Than Once a Week	3
SIZE OF COMMUNITY:	
Under 10,000	4
10,000 to 100,000	3
100,000 to 500,000	3
Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

HARRISON, REX

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	1
	18-30	1
	31-up	1
FEMALES:	12-17	*
	18-30	1
	31-up	*
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	1
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	1

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

HASSO, SIGNE

UPPER PRICE AUDIT		3
REGULAR AUDIT		3
MALES		3
FEMALES		4
MALES:	12-17	2
	18-30	5
	31-up	2
FEMALES:	12-17	4
	18-30	5
	31-up	1
INCOMES:	Upper and Middle	3
	Lower	3
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	2
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	2
	100,000 to 500,000	6
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

HAVER, JUNE

UPPER PRICE AUDIT		11
REGULAR AUDIT		12
MALES		10
FEMALES		13
MALES:	12-17	14
	18-30	11
	31-up	7
FEMALES:	12-17	22
	18-30	13
	31-up	6
INCOMES:	Upper and Middle	11
	Lower	12
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	7
	Once a Week	15
	More Than Once a Week	13
SIZE OF COMMUNITY:		
	Under 10,000	17
	10,000 to 100,000	12
	100,000 to 500,000	11
	Over 500,000	10

These figures are based on field work conducted in March, 1946 (25th Audit).

HAYES, GEORGE "GABBY"

UPPER PRICE AUDIT		3
REGULAR AUDIT		4
MALES		6
FEMALES		3
MALES:	12-17	11
	18-30	6
	31-up	4
FEMALES:	12-17	5
	18-30	2
	31-up	3
INCOMES:	Upper and Middle	3
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	5
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	8
	10,000 to 100,000	7
	100,000 to 500,000	2
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

HAYWARD, SUSAN

UPPER PRICE AUDIT	10
REGULAR AUDIT	10
MALES	9
FEMALES	11
MALES: 12-17	10
18-30	9
31-up	9
FEMALES: 12-17	19
18-30	11
31-up	7
INCOMES: Upper and Middle	10
Lower	11
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	6
Once a Week	10
More Than Once a Week	16
SIZE OF COMMUNITY:	
Under 10,000	12
10,000 to 100,000	11
100,000 to 500,000	10
Over 500,000	10

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		22
REGULAR AUDIT		23
MALES		24
FEMALES		23
MALES:	12-17	27
	18-30	22
	31-up	22
FEMALES:	12-17	28
	18-30	22
	31-up	21
INCOMES:	Upper and Middle	21
	Lower	25
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	19
	Once a Week	24
	More Than Once a Week	27
SIZE OF COMMUNITY:		
	Under 10,000	27
	10,000 to 100,000	24
	100,000 to 500,000	21
	Over 500,000	23

These figures are based on field work conducted in March, 1946 (25th Audit).

HENIE, SONJA

UPPER PRICE AUDIT		17
REGULAR AUDIT		19
MALES		17
FEMALES		21
MALES:	12-17	19
	18-30	14
	31-up	18
FEMALES:	12-17	28
	18-30	17
	31-up	23
INCOMES:	Upper and Middle	20
	Lower	19
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	20
	Once a Week	18
	More Than Once a Week	20
SIZE OF COMMUNITY:		
	Under 10,000	27
	10,000 to 100,000	19
	100,000 to 500,000	22
	Over 500,000	15

These figures are based on field work conducted in March, 1946 (25th Audit).

HENREID, PAUL

UPPER PRICE AUDIT		18
REGULAR AUDIT		16
MALES		10
FEMALES		19
MALES:	12-17	8
	18-30	12
	31-up	9
FEMALES:	12-17	16
	18-30	23
	31-up	15
INCOMES:	Upper and Middle	19
	Lower	14
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	13
	Once a Week	16
	More Than Once a Week	18
SIZE OF COMMUNITY:		
	Under 10,000	10
	10,000 to 100,000	11
	100,000 to 500,000	16
	Over 500,000	21

These figures are based on field work conducted in March, 1946 (25th Audit).

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HEPBURN, KATHARINE

UPPER PRICE AUDIT		21
REGULAR AUDIT		19
MALES		13
FEMALES		22
MALES:	12-17	7
	18-30	14
	31-up	17
FEMALES:	12-17	16
	18-30	23
	31-up	25
INCOMES:	Upper and Middle	24
	Lower	15
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	21
	Once a Week	19
	More Than Once a Week	16
SIZE OF COMMUNITY:		
	Under 10,000	16
	10,000 to 100,000	17
	100,000 to 500,000	19
	Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).

HILLER, WENDY

UPPER PRICE AUDIT	1
REGULAR AUDIT	1
MALES	1
FEMALES	2
MALES: 12-17	*
18-30	1
31-up	2
FEMALES: 12-17	*
18-30	2
31-up	2
INCOMES: Upper and Middle	3
Lower	1
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	1
Once a Week	2
More Than Once a Week	1
SIZE OF COMMUNITY:	
Under 10,000	1
10,000 to 100,000	1
100,000 to 500,000	1
Over 500,000	2

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

HODIAK, JOHN

UPPER PRICE AUDIT		20
REGULAR AUDIT		20
MALES		15
FEMALES		24
MALES:	12-17	22
	18-30	15
	31-up	9
FEMALES:	12-17	33
	18-30	27
	31-up	14
INCOMES:	Upper and Middle	21
	Lower	20
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	9
	Once a Week	21
	More Than Once a Week	30
SIZE OF COMMUNITY:		
	Under 10,000	20
	10,000 to 100,000	18
	100,000 to 500,000	20
	Over 500,000	22

These figures are based on field work conducted in March, 1946 (25th Audit).

HOLDEN, WILLIAM

UPPER PRICE AUDIT		6
REGULAR AUDIT		4
MALES		2
FEMALES		6
MALES:	12-17	2
	18-30	3
	31-up	1
FEMALES:	12-17	6
	18-30	8
	31-up	2
INCOMES:	Upper and Middle	5
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	5
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	4
	100,000 to 500,000	3
	Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		40
REGULAR AUDIT		42
MALES		53
FEMALES		34
MALES:	12-17	66
	18-30	54
	31-up	44
FEMALES:	12-17	41
	18-30	34
	31-up	32
INCOMES:	Upper and Middle	39
	Lower	44
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	39
	Once a Week	43
	More Than Once a Week	45
SIZE OF COMMUNITY:		
	Under 10,000	41
	10,000 to 100,000	44
	100,000 to 500,000	40
	Over 500,000	43

These figures are based on field work conducted in March, 1946 (25th Audit).

HORNE, LENA

UPPER PRICE AUDIT		9
REGULAR AUDIT		9
MALES		8
FEMALES		10
MALES:	12-17	7
	18-30	10
	31-up	7
FEMALES:	12-17	11
	18-30	12
	31-up	7
INCOMES:	Upper and Middle	10
	Lower	9
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	8
	Once a Week	9
	More Than Once a Week	11
SIZE OF COMMUNITY:		
	Under 10,000	12
	10,000 to 100,000	8
	100,000 to 500,000	8
	Over 500,000	10

These figures are based on field work conducted in March, 1946 (25th Audit).

HUTTON, BETTY

UPPER PRICE AUDIT		31
REGULAR AUDIT		33
MALES		34
FEMALES		32
MALES:	12-17	46
	18-30	34
	31-up	26
FEMALES:	12-17	51
	18-30	33
	31-up	19
INCOMES:	Upper and Middle	26
	Lower	38
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	23
	Once a Week	33
	More Than Once a Week	43
SIZE OF COMMUNITY:		
	Under 10,000	34
	10,000 to 100,000	32
	100,000 to 500,000	29
	Over 500,000	36

These figures are based on field work
conducted in March, 1946 (25th Audit).

IVES, BURL

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		3
FEMALES		2
MALES:	12-17	5
	18-30	4
	31-up	2
FEMALES:	12-17	1
	18-30	2
	31-up	2
INCOMES:	Upper and Middle	3
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	2
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	2
	100,000 to 500,000	1
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	3
	18-30	1
	31-up	*
FEMALES:	12-17	3
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	1
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

JOHNSON, VAN

UPPER PRICE AUDIT	45
REGULAR AUDIT	47
MALES	33
FEMALES	57
MALES: 12-17	51
18-30	32
31-up	20
FEMALES: 12-17	79
18-30	60
31-up	37
INCOMES: Upper and Middle	43
Lower	50
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	33
Once a Week	50
More Than Once a Week	59
SIZE OF COMMUNITY:	
Under 10,000	56
10,000 to 100,000	50
100,000 to 500,000	43
Over 500,000	45

These figures are based on field work conducted in March, 1946 (25th Audit).

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UPPER PRICE AUDIT		3
REGULAR AUDIT		6
MALES		8
FEMALES		5
MALES:	12-17	6
	18-30	6
	31-up	12
FEMALES:	12-17	2
	18-30	3
	31-up	8
INCOMES:	Upper and Middle	6
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	7
	Once a Week	6
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	6
	100,000 to 500,000	7
	Over 500,000	5

These figures are based on field work conducted in March, 1946 (25th Audit).

JONES, JENNIFER

UPPER PRICE AUDIT		31
REGULAR AUDIT		30
MALES		22
FEMALES		35
MALES:	12-17	23
	18-30	23
	31-up	21
FEMALES:	12-17	43
	18-30	35
	31-up	28
INCOMES:	Upper and Middle	31
	Lower	29
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	23
	Once a Week	32
	More Than Once a Week	33
SIZE OF COMMUNITY:		
	Under 10,000	33
	10,000 to 100,000	28
	100,000 to 500,000	29
	Over 500,000	30

These figures are based on field work conducted in March, 1946 (25th Audit).

KAYE, DANNY

UPPER PRICE AUDIT		32
REGULAR AUDIT		29
MALES		34
FEMALES		26
MALES:	12-17	48
	18-30	35
	31-up	22
FEMALES:	12-17	33
	18-30	28
	31-up	17
INCOMES:	Upper and Middle	30
	Lower	29
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	25
	Once a Week	29
	More Than Once a Week	34
SIZE OF COMMUNITY:		
	Under 10,000	18
	10,000 to 100,000	26
	100,000 to 500,000	26
	Over 500,000	38

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	26
REGULAR AUDIT	26
MALES	22
FEMALES	29
MALES: 12-17	32
18-30	21
31-up	15
FEMALES: 12-17	45
18-30	28
31-up	18
INCOMES: Upper and Middle	26
Lower	26
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	21
Once a Week	27
More Than Once a Week	30
SIZE OF COMMUNITY:	
Under 10,000	23
10,000 to 100,000	27
100,000 to 500,000	27
Over 500,000	27

These figures are based on field work conducted in March, 1946 (25th Audit).

KENNEDY, EDGAR

UPPER PRICE AUDIT	3
REGULAR AUDIT	4
MALES	7
FEMALES	1
MALES: 12-17	4
18-30	11
31-up	6
FEMALES: 12-17	*
18-30	2
31-up	1
INCOMES: Upper and Middle	4
Lower	3
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	2
Once a Week	2
More Than Once a Week	6
SIZE OF COMMUNITY:	
Under 10,000	2
10,000 to 100,000	6
100,000 to 500,000	3
Over 500,000	3

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

KEYES, EVELYN

UPPER PRICE AUDIT		3
REGULAR AUDIT		3
MALES		2
FEMALES		3
MALES:	12-17	4
	18-30	3
	31-up	1
FEMALES:	12-17	5
	18-30	3
	31-up	2
INCOMES:	Upper and Middle	3
	Lower	3
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	3
	More Than Once a Week	4
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	3
	100,000 to 500,000	4
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

KNOX, ALEXANDER

UPPER PRICE AUDIT		7
REGULAR AUDIT		6
MALES		6
FEMALES		6
MALES:	12-17	4
	18-30	6
	31-up	7
FEMALES:	12-17	5
	18-30	5
	31-up	7
INCOMES:	Upper and Middle	8
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	6
	Once a Week	6
	More Than Once a Week	6
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	4
	100,000 to 500,000	6
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		38
REGULAR AUDIT		39
MALES		36
FEMALES		41
MALES:	12-17	53
	18-30	37
	31-up	22
FEMALES:	12-17	61
	18-30	43
	31-up	26
INCOMES:	Upper and Middle	34
	Lower	43
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	25
	Once a Week	40
	More Than Once a Week	51
SIZE OF COMMUNITY:		
	Under 10,000	37
	10,000 to 100,000	40
	100,000 to 500,000	40
	Over 500,000	39

These figures are based on field work conducted in March, 1946 (25th Audit).

LAKE, VERONICA

UPPER PRICE AUDIT	**10**
REGULAR AUDIT	**12**
MALES	**14**
FEMALES	**11**
MALES: 12-17	**21**
18-30	**12**
31-up	**11**
FEMALES: 12-17	**16**
18-30	**10**
31-up	**9**
INCOMES: Upper and Middle	**9**
Lower	**14**
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	**10**
Once a Week	**12**
More Than Once a Week	**14**
SIZE OF COMMUNITY:	
Under 10,000	**17**
10,000 to 100,000	**13**
100,000 to 500,000	**10**
Over 500,000	**11**

These figures are based on field work conducted in March, 1946 (25th Audit).

LAMARR, HEDY

UPPER PRICE AUDIT		20
REGULAR AUDIT		21
MALES		21
FEMALES		20
MALES:	12-17	19
	18-30	22
	31-up	23
FEMALES:	12-17	22
	18-30	20
	31-up	20
INCOMES:	Upper and Middle	18
	Lower	22
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	16
	Once a Week	22
	More Than Once a Week	26
SIZE OF COMMUNITY:		
	Under 10,000	22
	10,000 to 100,000	23
	100,000 to 500,000	21
	Over 500,000	18

These figures are based on field work conducted in March, 1946 (25th Audit).

LAMOUR, DOROTHY

UPPER PRICE AUDIT		14
REGULAR AUDIT		17
MALES		21
FEMALES		14
MALES:	12-17	23
	18-30	19
	31-up	20
FEMALES:	12-17	18
	18-30	12
	31-up	16
INCOMES:	Upper and Middle	13
	Lower	19
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	15
	Once a Week	17
	More Than Once a Week	19
SIZE OF COMMUNITY:		
	Under 10,000	25
	10,000 to 100,000	19
	100,000 to 500,000	15
	Over 500,000	13

These figures are based on field work
conducted in March, 1946 (25th Audit).

LANDIS, CAROLE

UPPER PRICE AUDIT		7
REGULAR AUDIT		8
MALES		8
FEMALES		7
MALES:	12-17	8
	18-30	9
	31-up	7
FEMALES:	12-17	8
	18-30	8
	31-up	6
INCOMES:	Upper and Middle	7
	Lower	8
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	6
	Once a Week	7
	More Than Once a Week	9
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	7
	100,000 to 500,000	8
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

LANGFORD, FRANCES

UPPER PRICE AUDIT	6
REGULAR AUDIT	8
MALES	8
FEMALES	7
MALES: 12-17	9
18-30	8
31-up	8
FEMALES: 12-17	10
18-30	6
31-up	9
INCOMES: Upper and Middle	7
Lower	8
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	7
Once a Week	9
More Than Once a Week	8
SIZE OF COMMUNITY:	
Under 10,000	12
10,000 to 100,000	8
100,000 to 500,000	7
Over 500,000	6

These figures are based on field work
conducted in March, 1946 (25th Audit).

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LAUGHTON, CHARLES

UPPER PRICE AUDIT		13
REGULAR AUDIT		12
MALES		14
FEMALES		10
MALES:	12-17	7
	18-30	15
	31-up	19
FEMALES:	12-17	4
	18-30	9
	31-up	15
INCOMES:	Upper and Middle	15
	Lower	10
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	15
	Once a Week	10
	More Than Once a Week	10
SIZE OF COMMUNITY:		
	Under 10,000	11
	10,000 to 100,000	10
	100,000 to 500,000	11
	Over 500,000	13

These figures are based on field work
conducted in March, 1946 (25th Audit).

LEIGH, VIVIEN

UPPER PRICE AUDIT		15
REGULAR AUDIT		14
MALES		8
FEMALES		18
MALES:	12-17	2
	18-30	10
	31-up	9
FEMALES:	12-17	15
	18-30	18
	31-up	19
INCOMES:	Upper and Middle	17
	Lower	12
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	15
	Once a Week	14
	More Than Once a Week	13
SIZE OF COMMUNITY:		12
	Under 10,000	11
	10,000 to 100,000	14
	100,000 to 500,000	16
	Over 500,000	

These figures are based on field work conducted in March, 1946 (25th Audit).

LESLIE, JOAN

UPPER PRICE AUDIT		13
REGULAR AUDIT		15
MALES		14
FEMALES		17
MALES:	12-17	17
	18-30	18
	31-up	8
FEMALES:	12-17	27
	18-30	17
	31-up	10
INCOMES:	Upper and Middle	14
	Lower	17
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	15
	More Than Once a Week	22
SIZE OF COMMUNITY:		
	Under 10,000	15
	10,000 to 100,000	15
	100,000 to 500,000	14
	Over 500,000	17

These figures are based on field work conducted in March, 1946 (25th Audit).

LIVESEY, ROGER

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		2
FEMALES		*
MALES:	12-17	*
	18-30	6
	31-up	*
FEMALES:	12-17	*
	18-30	*
	31-up	*
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	*
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	2
	100,000 to 500,000	*
	Over 500,000	1

*** Less Than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

LOCKWOOD, MARGARET

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	*
	18-30	1
	31-up	1
FEMALES:	12-17	*
	18-30	2
	31-up	*
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	2
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

LOUISE, ANITA

UPPER PRICE AUDIT		4
REGULAR AUDIT		4
MALES		4
FEMALES		4
MALES:	12-17	4
	18-30	4
	31-up	4
FEMALES:	12-17	6
	18-30	4
	31-up	4
INCOMES:	Upper and Middle	4
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	5
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	5
	100,000 to 500,000	3
	Over 500,000	3

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		12
REGULAR AUDIT		12
MALES		10
FEMALES		12
MALES:	12-17	4
	18-30	9
	31-up	16
FEMALES:	12-17	4
	18-30	12
	31-up	20
INCOMES:	Upper and Middle	13
	Lower	10
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	14
	Once a Week	12
	More Than Once a Week	8
SIZE OF COMMUNITY:		
	Under 10,000	13
	10,000 to 100,000	12
	100,000 to 500,000	12
	Over 500,000	10

These figures are based on field work conducted in March, 1946 (25th Audit).

LUKAS, PAUL

UPPER PRICE AUDIT		11
REGULAR AUDIT		9
MALES		9
FEMALES		10
MALES:	12-17	7
	18-30	9
	31-up	10
FEMALES:	12-17	6
	18-30	9
	31-up	13
INCOMES:	Upper and Middle	12
	Lower	8
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	9
	More Than Once a Week	9
SIZE OF COMMUNITY:		
	Under 10,000	6
	10,000 to 100,000	8
	100,000 to 500,000	8
	Over 500,000	13

These figures are based on field work conducted in March, 1946 (25th Audit).

LYNN, DIANA

UPPER PRICE AUDIT	9
REGULAR AUDIT	8
MALES	5
FEMALES	9
MALES: 12-17	9
18-30	5
31-up	3
FEMALES: 12-17	17
18-30	9
31-up	4
INCOMES: Upper and Middle	7
Lower	8
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	4
Once a Week	8
More Than Once a Week	10
SIZE OF COMMUNITY:	
Under 10,000	8
10,000 to 100,000	9
100,000 to 500,000	8
Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

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UPPER PRICE AUDIT		30
REGULAR AUDIT		29
MALES		31
FEMALES		27
MALES:	12-17	32
	18-30	32
	31-up	30
FEMALES:	12-17	25
	18-30	28
	31-up	28
INCOMES:	Upper and Middle	30
	Lower	28
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	27
	Once a Week	29
	More Than Once a Week	31
SIZE OF COMMUNITY:		
	Under 10,000	33
	10,000 to 100,000	30
	100,000 to 500,000	31
	Over 500,000	26

These figures are based on field work conducted in March, 1946 (25th Audit).

MADISON, GUY

UPPER PRICE AUDIT		6
REGULAR AUDIT		6
MALES		2
FEMALES		8
MALES:	12-17	3
	18-30	2
	31-up	1
FEMALES:	12-17	15
	18-30	8
	31-up	2
INCOMES:	Upper and Middle	6
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	5
	More Than Once a Week	9
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	6
	100,000 to 500,000	5
	Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

MARCH, FREDRIC

UPPER PRICE AUDIT		14
REGULAR AUDIT		12
MALES		11
FEMALES		13
MALES:	12-17	5
	18-30	12
	31-up	16
FEMALES:	12-17	5
	18-30	11
	31-up	21
INCOMES:	Upper and Middle	17
	Lower	9
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	14
	Once a Week	12
	More Than Once a Week	10
SIZE OF COMMUNITY:		
	Under 10,000	10
	10,000 to 100,000	9
	100,000 to 500,000	11
	Over 500,000	17

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	4
REGULAR AUDIT	4
MALES	3
FEMALES	5
MALES: 12-17	2
18-30	3
31-up	3
FEMALES: 12-17	4
18-30	5
31-up	5
INCOMES: Upper and Middle	5
Lower	3
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	2
Once a Week	5
More Than Once a Week	4
SIZE OF COMMUNITY:	
Under 10,000	3
10,000 to 100,000	6
100,000 to 500,000	3
Over 500,000	3

These figures are based on field work conducted in March, 1946 (25th Audit).

MARSHALL, HERBERT

UPPER PRICE AUDIT		8
REGULAR AUDIT		7
MALES		7
FEMALES		7
MALES:	12-17	4
	18-30	5
	31-up	10
FEMALES:	12-17	3
	18-30	6
	31-up	10
INCOMES:	Upper and Middle	9
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	8
	Once a Week	7
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	7
	100,000 to 500,000	8
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

MASON, JAMES

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		2
MALES:	12-17	*
	18-30	2
	31-up	1
FEMALES:	12-17	1
	18-30	3
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	1
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	*
	100,000 to 500,000	*
	Over 500,000	4

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

MAYO, VIRGINIA

UPPER PRICE AUDIT		3
REGULAR AUDIT		3
MALES		4
FEMALES		2
MALES:	12-17	7
	18-30	6
	31-up	1
FEMALES:	12-17	7
	18-30	2
	31-up	1
INCOMES:	Upper and Middle	3
	Lower	3
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	2
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	3
	100,000 to 500,000	3
	Over 500,000	3

These figures are based on field work
conducted in March, 1946 (25th Audit).

MC CREA, JOEL

UPPER PRICE AUDIT		10
REGULAR AUDIT		10
MALES		11
FEMALES		10
MALES:	12-17	11
	18-30	12
	31-up	10
FEMALES:	12-17	7
	18-30	10
	31-up	12
INCOMES:	Upper and Middle	11
	Lower	10
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	11
	More Than Once a Week	12
SIZE OF COMMUNITY:		
	Under 10,000	11
	10,000 to 100,000	8
	100,000 to 500,000	11
	Over 500,000	11

These figures are based on field work conducted in March, 1946 (25th Audit).

MC GUIRE, DOROTHY

UPPER PRICE AUDIT		13
REGULAR AUDIT		12
MALES		7
FEMALES		15
MALES:	12-17	8
	18-30	7
	31-up	7
FEMALES:	12-17	16
	18-30	17
	31-up	11
INCOMES:	Upper and Middle	14
	Lower	11
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	13
	More Than Once a Week	13
SIZE OF COMMUNITY:		
	Under 10,000	10
	10,000 to 100,000	10
	100,000 to 500,000	11
	Over 500,000	15

These figures are based on field work conducted in March, 1946 (25th Audit).

MENJOU, ADOLPHE

UPPER PRICE AUDIT	4
REGULAR AUDIT	4
MALES	4
FEMALES	4
MALES: 12-17	4
18-30	2
31-up	6
FEMALES: 12-17	2
18-30	3
31-up	6
INCOMES: Upper and Middle	4
Lower	4
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	5
Once a Week	4
More Than Once a Week	3
SIZE OF COMMUNITY:	
Under 10,000	6
10,000 to 100,000	4
100,000 to 500,000	3
Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

MEREDITH, BURGESS

UPPER PRICE AUDIT	9
REGULAR AUDIT	8
MALES	8
FEMALES	7
MALES: 12-17	5
18-30	9
31-up	9
FEMALES: 12-17	5
18-30	8
31-up	8
INCOMES: Upper and Middle	10
Lower	6
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	8
Once a Week	8
More Than Once a Week	7
SIZE OF COMMUNITY:	
Under 10,000	3
10,000 to 100,000	5
100,000 to 500,000	8
Over 500,000	11

These figures are based on field work
conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		27
REGULAR AUDIT		25
MALES		19
FEMALES		30
MALES:	12-17	21
	18-30	19
	31-up	17
FEMALES:	12-17	24
	18-30	35
	31-up	25
INCOMES:	Upper and Middle	28
	Lower	24
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	21
	Once a Week	27
	More Than Once a Week	28
SIZE OF COMMUNITY:		
	Under 10,000	20
	10,000 to 100,000	20
	100,000 to 500,000	25
	Over 500,000	32

These figures are based on field work conducted in March, 1946 (25th Audit).

MILLER, ANN

UPPER PRICE AUDIT		3
REGULAR AUDIT		4
MALES		4
FEMALES		4
MALES:	12-17	4
	18-30	4
	31-up	3
FEMALES:	12-17	9
	18-30	4
	31-up	3
INCOMES:	Upper and Middle	3
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	4
	More Than Once a Week	6
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	5
	100,000 to 500,000	5
	Over 500,000	3

These figures are based on field work
conducted in March, 1946 (25th Audit).

MILLS, JOHN

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	•
	18-30	•
	31-up	2
FEMALES:	12-17	•
	18-30	•
	31-up	2
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	•
	Once a Week	•
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	•
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	•

• Less than one per cent.

These figures are based on field work
conducted in March, 1946 (25th Audit).

MITCHELL, THOMAS

UPPER PRICE AUDIT		7
REGULAR AUDIT		6
MALES		8
FEMALES		5
MALES:	12-17	8
	18-30	8
	31-up	8
FEMALES:	12-17	4
	18-30	4
	31-up	7
INCOMES:	Upper and Middle	6
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	6
	Once a Week	6
	More Than Once a Week	7
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	6
	100,000 to 500,000	8
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

MITCHUM, ROBERT

UPPER PRICE AUDIT		6
REGULAR AUDIT		5
MALES		5
FEMALES		5
MALES:	12-17	9
	18-30	5
	31-up	3
FEMALES:	12-17	9
	18-30	6
	31-up	2
INCOMES:	Upper and Middle	4
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	5
	More Than Once a Week	8
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	6
	100,000 to 500,000	5
	Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

MONTEZ, MARIA

UPPER PRICE AUDIT	5
REGULAR AUDIT	8
MALES	9
FEMALES	7
MALES: 12-17	13
18-30	10
31-up	5
FEMALES: 12-17	12
18-30	9
31-up	3
INCOMES: Upper and Middle	7
Lower	8
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	4
Once a Week	9
More Than Once a Week	11
SIZE OF COMMUNITY:	
Under 10,000	6
10,000 to 100,000	8
100,000 to 500,000	9
Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

MONTGOMERY, ROBERT

UPPER PRICE AUDIT		19
REGULAR AUDIT		19
MALES		17
FEMALES		20
MALES:	12-17	13
	18-30	15
	31-up	21
FEMALES:	12-17	14
	18-30	19
	31-up	25
INCOMES:	Upper and Middle	22
	Lower	17
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	18
	Once a Week	19
	More Than Once a Week	19
SIZE OF COMMUNITY:		
	Under 10,000	22
	10,000 to 100,000	18
	100,000 to 500,000	18
	Over 500,000	18

These figures are based on field work
conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		22
REGULAR AUDIT		23
MALES		16
FEMALES		28
MALES:	12-17	26
	18-30	13
	31-up	11
FEMALES:	12-17	42
	18-30	29
	31-up	18
INCOMES:	Upper and Middle	21
	Lower	25
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	13
	Once a Week	24
	More Than Once a Week	33
SIZE OF COMMUNITY:		
	Under 10,000	27
	10,000 to 100,000	24
	100,000 to 500,000	19
	Over 500,000	24

These figures are based on field work conducted in March, 1946 (25th Audit).

MORGAN, FRANK

UPPER PRICE AUDIT		11
REGULAR AUDIT		10
MALES		11
FEMALES		10
MALES:	12-17	10
	18-30	11
	31-up	11
FEMALES:	12-17	5
	18-30	8
	31-up	15
INCOMES:	Upper and Middle	11
	Lower	9
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	11
	More Than Once a Week	10
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	11
	100,000 to 500,000	11
	Over 500,000	9

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		20
REGULAR AUDIT		18
MALES		21
FEMALES		16
MALES:	12-17	13
	18-30	22
	31-up	25
FEMALES:	12-17	6
	18-30	15
	31-up	22
INCOMES:	Upper and Middle	21
	Lower	15
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	22
	Once a Week	16
	More Than Once a Week	15
SIZE OF COMMUNITY:		
	Under 10,000	12
	10,000 to 100,000	14
	100,000 to 500,000	14
	Over 500,000	25

These figures are based on field work conducted in March, 1946 (25th Audit).

MURPHY, GEORGE

UPPER PRICE AUDIT		11
REGULAR AUDIT		11
MALES		12
FEMALES		11
MALES:	12-17	13
	18-30	11
	31-up	11
FEMALES:	12-17	10
	18-30	12
	31-up	9
INCOMES:	Upper and Middle	11
	Lower	11
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	8
	Once a Week	12
	More Than Once a Week	14
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	9
	100,000 to 500,000	13
	Over 500,000	12

These figures are based on field work conducted in March, 1946 (25th Audit).

NEAGLE, ANNA

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		2
MALES:	12-17	*
	18-30	2
	31-up	*
FEMALES:	12-17	*
	18-30	2
	31-up	2
INCOMES:	Upper and Middle	2
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	2
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

NEAL, TOM

UPPER PRICE AUDIT		4
REGULAR AUDIT		4
MALES		2
FEMALES		4
MALES:	12-17	5
	18-30	3
	31-up	1
FEMALES:	12-17	7
	18-30	5
	31-up	1
INCOMES:	Upper and Middle	4
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	3
	More Than Once a Week	4
SIZE OF COMMUNITY:		
	Under 10,000	3
	10,000 to 100,000	5
	100,000 to 500,000	2
	Over 500,000	5

These figures are based on field work conducted in March, 1946 (25th Audit).

NIVEN, DAVID

UPPER PRICE AUDIT		6
REGULAR AUDIT		5
MALES		5
FEMALES		6
MALES:	12-17	4
	18-30	7
	31-up	4
FEMALES:	12-17	5
	18-30	6
	31-up	6
INCOMES:	Upper and Middle	7
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	7
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	4
	100,000 to 500,000	4
	Over 500,000	8

These figures are based on field work
conducted in March, 1946 (25th Audit).

OBERON, MERLE

UPPER PRICE AUDIT	13
REGULAR AUDIT	12
MALES	10
FEMALES	13
MALES: 12-17	8
18-30	10
31-up	11
FEMALES: 12-17	8
18-30	14
31-up	16
INCOMES: Upper and Middle	14
Lower	11
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	12
Once a Week	13
More Than Once a Week	11
SIZE OF COMMUNITY:	
Under 10,000	9
10,000 to 100,000	8
100,000 to 500,000	13
Over 500,000	15

These figures are based on field work conducted in March, 1946 (25th Audit).

AUDIENCE RESEARCH, INC.
Princeton - New York - Hollywood

UPPER PRICE AUDIT		31
REGULAR AUDIT		34
MALES		26
FEMALES		40
MALES:	12-17	31
	18-30	24
	31-up	25
FEMALES:	12-17	47
	18-30	38
	31-up	38
INCOMES:	Upper and Middle	34
	Lower	35
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	32
	Once a Week	37
	More Than Once a Week	34
SIZE OF COMMUNITY:		
	Under 10,000	39
	10,000 to 100,000	35
	100,000 to 500,000	35
	Over 500,000	32

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		23
REGULAR AUDIT		24
MALES		32
FEMALES		19
MALES:	12-17	39
	18-30	27
	31-up	30
FEMALES:	12-17	18
	18-30	17
	31-up	24
INCOMES:	Upper and Middle	20
	Lower	27
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	23
	Once a Week	25
	More Than Once a Week	25
SIZE OF COMMUNITY:		
	Under 10,000	29
	10,000 to 100,000	25
	100,000 to 500,000	23
	Over 500,000	22

These figures are based on field work conducted in March, 1946 (25th Audit).

O'HARA, MAUREEN

UPPER PRICE AUDIT	14
REGULAR AUDIT	14
MALES	13
FEMALES	14
MALES: 12-17	13
18-30	15
31-up	12
FEMALES: 12-17	19
18-30	14
31-up	12
INCOMES: Upper and Middle	14
Lower	13
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	12
Once a Week	14
More Than Once a Week	15
SIZE OF COMMUNITY:	
Under 10,000	15
10,000 to 100,000	12
100,000 to 500,000	12
Over 500,000	15

These figures are based on field work
conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		9
REGULAR AUDIT		8
MALES		4
FEMALES		10
MALES:	12-17	2
	18-30	6
	31-up	5
FEMALES:	12-17	5
	18-30	13
	31-up	11
INCOMES:	Upper and Middle	12
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	9
	Once a Week	7
	More Than Once a Week	8
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	6
	100,000 to 500,000	7
	Over 500,000	12

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	1
	18-30	1
	31-up	*
FEMALES:	12-17	*
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	*
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	1
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	1

***Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

PARKS, LARRY

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		2
FEMALES		3
MALES:	12-17	4
	18-30	3
	31-up	*
FEMALES:	12-17	2
	18-30	3
	31-up	2
INCOMES:	Upper and Middle	2
	Lower	3
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	2
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	2
	10,000 to 100,000	4
	100,000 to 500,000	2
	Over 500,000	2

* Less than one per cent.

These figures are based on field work conducted in March, 1946 (25th Audit).

PAYNE, JOHN

UPPER PRICE AUDIT		23
REGULAR AUDIT		25
MALES		19
FEMALES		29
MALES:	12-17	35
	18-30	17
	31-up	11
FEMALES:	12-17	42
	18-30	31
	31-up	17
INCOMES:	Upper and Middle	19
	Lower	29
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	15
	Once a Week	29
	More Than Once a Week	31
SIZE OF COMMUNITY:		
	Under 10,000	30
	10,000 to 100,000	26
	100,000 to 500,000	25
	Over 500,000	22

These figures are based on field work
conducted in March, 1946 (25th Audit).

PECK, GREGORY

UPPER PRICE AUDIT		37
REGULAR AUDIT		34
MALES		22
FEMALES		41
MALES:	12-17	27
	18-30	22
	31-up	18
FEMALES:	12-17	47
	18-30	44
	31-up	33
INCOMES:	Upper and Middle	38
	Lower	31
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	29
	Once a Week	35
	More Than Once a Week	37
SIZE OF COMMUNITY:		
	Under 10,000	25
	10,000 to 100,000	29
	100,000 to 500,000	34
	Over 500,000	40

These figures are based on field work conducted in March, 1946 (25th Audit).

PIDGEON, WALTER

UPPER PRICE AUDIT		42
REGULAR AUDIT		40
MALES		33
FEMALES		44
MALES:	12-17	28
	18-30	32
	31-up	38
FEMALES:	12-17	33
	18-30	43
	31-up	53
INCOMES:	Upper and Middle	45
	Lower	36
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	40
	Once a Week	42
	More Than Once a Week	37
SIZE OF COMMUNITY:		
	Under 10,000	39
	10,000 to 100,000	35
	100,000 to 500,000	38
	Over 500,000	44

These figures are based on field work conducted in March, 1946 (25th Audit).

PLATT, MARC

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		1
FEMALES		2
MALES:	12-17	2
	18-30	1
	31-up	1
FEMALES:	12-17	4
	18-30	2
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	2
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	2
	100,000 to 500,000	2
	Over 500,000	3

These figures are based on field work conducted in March, 1946 (25th Audit).

PORTMAN, ERIC

UPPER PRICE AUDIT		1
REGULAR AUDIT		*
MALES		1
FEMALES		*
MALES:	12-17	*
	18-30	1
	31-up	1
FEMALES:	12-17	1
	18-30	*
	31-up	*
INCOMES:	Upper and Middle	*
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	*
	Once a Week	1
	More Than Once a Week	*
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	*
	100,000 to 500,000	1
	Over 500,000	*

*** Less than one per cent.**

These figures are based on field work
conducted in March, 1946 (25th Audit).

POWELL, DICK

UPPER PRICE AUDIT		11
REGULAR AUDIT		13
MALES		16
FEMALES		10
MALES:	12-17	16
	18-30	14
	31-up	18
FEMALES:	12-17	10
	18-30	9
	31-up	12
INCOMES:	Upper and Middle	11
	Lower	13
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	11
	Once a Week	11
	More Than Once a Week	15
SIZE OF COMMUNITY:		
	Under 10,000	13
	10,000 to 100,000	13
	100,000 to 500,000	14
	Over 500,000	12

These figures are based on field work conducted in March, 1946 (25th Audit).

POWER, TYRONE

I

UPPER PRICE AUDIT		28
REGULAR AUDIT		29
MALES		27
FEMALES		31
MALES:	12-17	34
	18-30	30
	31-up	20
FEMALES:	12-17	28
	18-30	32
	31-up	31
INCOMES:	Upper and Middle	30
	Lower	29
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	22
	Once a Week	30
	More Than Once a Week	36
SIZE OF COMMUNITY:		
	Under 10,000	34
	10,000 to 100,000	27
	100,000 to 500,000	31
	Over 500,000	28

These figures are based on field work conducted in March, 1946 (25th Audit).

QUINN, ANTHONY

UPPER PRICE AUDIT		4
REGULAR AUDIT		3
MALES		4
FEMALES		3
MALES:	12-17	5
	18-30	3
	31-up	5
FEMALES:	12-17	8
	18-30	2
	31-up	2
INCOMES:	Upper and Middle	3
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	3
	More Than Once a Week	4
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	2
	100,000 to 500,000	3
	Over 500,000	5

These figures are based on field work conducted in March, 1946 (25th Audit).

RAFT, GEORGE

UPPER PRICE AUDIT	21
REGULAR AUDIT	21
MALES	28
FEMALES	17
MALES: 12-17	27
18-30	29
31-up	29
FEMALES: 12-17	14
18-30	17
31-up	17
INCOMES: Upper and Middle	18
Lower	23
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	18
Once a Week	20
More Than Once a Week	26
SIZE OF COMMUNITY:	
Under 10,000	20
10,000 to 100,000	22
100,000 to 500,000	22
Over 500,000	20

These figures are based on field work
conducted in March, 1946 (25th Audit).

RAINES, ELLA

UPPER PRICE AUDIT		6
REGULAR AUDIT		7
MALES		6
FEMALES		7
MALES:	12-17	5
	18-30	8
	31-up	5
FEMALES:	12-17	12
	18-30	7
	31-up	4
INCOMES:	Upper and Middle	8
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	5
	Once a Week	7
	More Than Once a Week	8
SIZE OF COMMUNITY:		
	Under 10,000	7
	10,000 to 100,000	7
	100,000 to 500,000	7
	Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

RAINS, CLAUDE

UPPER PRICE AUDIT	9
REGULAR AUDIT	10
MALES	11
FEMALES	9
MALES: 12-17	4
18-30	11
31-up	14
FEMALES: 12-17	5
18-30	9
31-up	13
INCOMES: Upper and Middle	11
Lower	9
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	11
Once a Week	10
More Than Once a Week	9
SIZE OF COMMUNITY:	
Under 10,000	10
10,000 to 100,000	5
100,000 to 500,000	10
Over 500,000	13

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		7
REGULAR AUDIT		7
MALES		10
FEMALES		5
MALES:	12-17	13
	18-30	9
	31-up	9
FEMALES:	12-17	3
	18-30	5
	31-up	6
INCOMES:	Upper and Middle	8
	Lower	6
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	8
	Once a Week	6
	More Than Once a Week	6
SIZE OF COMMUNITY:		
	Under 10,000	6
	10,000 to 100,000	7
	100,000 to 500,000	7
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

RAYMOND, GENE

UPPER PRICE AUDIT		4
REGULAR AUDIT		4
MALES		2
FEMALES		5
MALES:	12-17	3
	18-30	1
	31-up	3
FEMALES:	12-17	1
	18-30	8
	31-up	4
INCOMES:	Upper and Middle	4
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	7
	More Than Once a Week	4
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	6
	100,000 to 500,000	4
	Over 500,000	3

These figures are based on field work conducted in March, 1946 (25th Audit).

REDGRAVE, MICHAEL

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	*
	18-30	1
	31-up	2
FEMALES:	12-17	*
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	1
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

ROBINSON, EDWARD G.

UPPER PRICE AUDIT		20
REGULAR AUDIT		20
MALES		30
FEMALES		14
MALES:	12-17	30
	18-30	28
	31-up	32
FEMALES:	12-17	9
	18-30	11
	31-up	21
INCOMES:	Upper and Middle	20
	Lower	20
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	22
	Once a Week	19
	More Than Once a Week	19
SIZE OF COMMUNITY:		
	Under 10,000	19
	10,000 to 100,000	19
	100,000 to 500,000	20
	Over 500,000	22

These figures are based on field work conducted in March, 1946 (25th Audit).

ROC, PATRICIA

I

UPPER PRICE AUDIT	*
REGULAR AUDIT	*

MALES
FEMALES

MALES: 12-17
18-30
31-up

FEMALES: 12-17
18-30
31-up

INCOMES: Upper and Middle
Lower

FREQUENCY OF ATTENDANCE:
Less Than Once a Week
Once a Week
More Than Once a Week

SIZE OF COMMUNITY:
Under 10,000
10,000 to 100,000
100,000 to 500,000
Over 500,000

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

AUDIENCE RESEARCH, INC.
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ROGERS, GINGER

UPPER PRICE AUDIT		28
REGULAR AUDIT		31
MALES		28
FEMALES		33
MALES:	12-17	28
	18-30	27
	31-up	29
FEMALES:	12-17	34
	18-30	33
	31-up	33
INCOMES:	Upper and Middle	30
	Lower	32
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	29
	Once a Week	31
	More Than Once a Week	34
SIZE OF COMMUNITY:		
	Under 10,000	37
	10,000 to 100,000	35
	100,000 to 500,000	38
	Over 500,000	28

These figures are based on field work conducted in March, 1946 (25th Audit).

ROGERS, ROY

UPPER PRICE AUDIT		5
REGULAR AUDIT		7
MALES		9
FEMALES		6
MALES:	12-17	15
	18-30	5
	31-up	8
FEMALES:	12-17	10
	18-30	5
	31-up	7
INCOMES:	Upper and Middle	5
	Lower	9
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	9
	More Than Once a Week	9
SIZE OF COMMUNITY:		
	Under 10,000	10
	10,000 to 100,000	11
	100,000 to 500,000	7
	Over 500,000	4

These figures are based on field work
conducted in March, 1946 (25th Audit).

RUSSELL, ANDY

UPPER PRICE AUDIT	4
REGULAR AUDIT	5
MALES	4
FEMALES	7
MALES: 12-17	5
18-30	3
31-up	4
FEMALES: 12-17	15
18-30	5
31-up	3
INCOMES: Upper and Middle	2
Lower	7
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	3
Once a Week	6
More Than Once a Week	7
SIZE OF COMMUNITY:	
Under 10,000	5
10,000 to 100,000	5
100,000 to 500,000	4
Over 500,000	6

These figures are based on field work conducted in March, 1946 (25th Audit).

RUSSELL, JANE

UPPER PRICE AUDIT		5
REGULAR AUDIT		5
MALES		6
FEMALES		3
MALES:	12-17	4
	18-30	8
	31-up	6
FEMALES:	12-17	6
	18-30	3
	31-up	1
INCOMES:	Upper and Middle	6
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	4
	Once a Week	4
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	5
	100,000 to 500,000	6
	Over 500,000	4

These figures are based on field work
conducted in March, 1946 (25th Audit).

RUSSELL, ROSALIND

UPPER PRICE AUDIT		25
REGULAR AUDIT		23
MALES		18
FEMALES		27
MALES:	12-17	13
	18-30	21
	31-up	20
FEMALES:	12-17	19
	18-30	28
	31-up	30
INCOMES:	Upper and Middle	27
	Lower	21
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	23
	Once a Week	26
	More Than Once a Week	22
SIZE OF COMMUNITY:		
	Under 10,000	20
	10,000 to 100,000	20
	100,000 to 500,000	24
	Over 500,000	27

These figures are based on field work conducted in March, 1946 (25th Audit).

RYAN, ROBERT

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		2
FEMALES		2
MALES:	12-17	2
	18-30	2
	31-up	2
FEMALES:	12-17	3
	18-30	3
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	2
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	3
	100,000 to 500,000	2
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

SCOTT, LIZABETH

UPPER PRICE AUDIT		12
REGULAR AUDIT		12
MALES		9
FEMALES		14
MALES:	12-17	8
	18-30	12
	31-up	7
FEMALES:	12-17	19
	18-30	15
	31-up	10
INCOMES:	Upper and Middle	14
	Lower	11
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	9
	Once a Week	14
	More Than Once a Week	14
SIZE OF COMMUNITY:		
	Under 10,000	14
	10,000 to 100,000	10
	100,000 to 500,000	12
	Over 500,000	13

These figures are based on field work conducted in March, 1946 (25th Audit).

SCOTT, RANDOLPH

UPPER PRICE AUDIT		13
REGULAR AUDIT		15
MALES		19
FEMALES		12
MALES:	12-17	22
	18-30	18
	31-up	17
FEMALES:	12-17	12
	18-30	13
	31-up	10
INCOMES:	Upper and Middle	15
	Lower	14
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	12
	Once a Week	16
	More Than Once a Week	16
SIZE OF COMMUNITY:		
	Under 10,000	18
	10,000 to 100,000	16
	100,000 to 500,000	16
	Over 500,000	12

These figures are based on field work conducted in March, 1946 (25th Audit).

SHERIDAN, ANN

UPPER PRICE AUDIT		19
REGULAR AUDIT		21
MALES		22
FEMALES		20
MALES:	12-17	25
	18-30	21
	31-up	22
FEMALES:	12-17	24
	18-30	20
	31-up	18
INCOMES:	Upper and Middle	18
	Lower	23
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	16
	Once a Week	20
	More Than Once a Week	26
SIZE OF COMMUNITY:		
	Under 10,000	23
	10,000 to 100,000	24
	100,000 to 500,000	18
	Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).

SHIRLEY, ANNE

UPPER PRICE AUDIT		5
REGULAR AUDIT		7
MALES		6
FEMALES		7
MALES:	12-17	6
	18-30	6
	31-up	6
FEMALES:	12-17	10
	18-30	6
	31-up	8
INCOMES:	Upper and Middle	4
	Lower	9
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	5
	Once a Week	8
	More Than Once a Week	9
SIZE OF COMMUNITY:		
	Under 10,000	10
	10,000 to 100,000	6
	100,000 to 500,000	6
	Over 500,000	7

These figures are based on field work conducted in March, 1946 (25th Audit).

SHORE, DINAH

UPPER PRICE AUDIT		13
REGULAR AUDIT		15
MALES		15
FEMALES		15
MALES:	12-17	18
	18-30	17
	31-up	12
FEMALES:	12-17	17
	18-30	16
	31-up	13
INCOMES:	Upper and Middle	13
	Lower	17
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	12
	Once a Week	16
	More Than Once a Week	18
SIZE OF COMMUNITY:		
	Under 10,000	17
	10,000 to 100,000	18
	100,000 to 500,000	15
	Over 500,000	13

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		19
REGULAR AUDIT		20
MALES		14
FEMALES		25
MALES:	12-17	22
	18-30	15
	31-up	7
FEMALES:	12-17	43
	18-30	26
	31-up	12
INCOMES:	Upper and Middle	18
	Lower	22
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	12
	Once a Week	22
	More Than Once a Week	27
SIZE OF COMMUNITY:		
	Under 10,000	27
	10,000 to 100,000	19
	100,000 to 500,000	17
	Over 500,000	21

These figures are based on field work conducted in March, 1946 (25th Audit).

SLEZAK, WALTER

UPPER PRICE AUDIT	3
REGULAR AUDIT	2
MALES	3
FEMALES	2
MALES: 12-17	1
18-30	2
31-up	4
FEMALES: 12-17	1
18-30	2
31-up	3
INCOMES: Upper and Middle	3
Lower	2
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	2
Once a Week	2
More Than Once a Week	3
SIZE OF COMMUNITY:	
Under 10,000	2
10,000 to 100,000	2
100,000 to 500,000	3
Over 500,000	3

These figures are based on field work conducted in March, 1946 (25th Audit).

SMITH, KENT

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	*
	18-30	1
	31-up	1
FEMALES:	12-17	1
	18-30	1
	31-up	*
INCOMES:	Upper and Middle	1
	Lower	*
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	*
	More Than Once a Week	1
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	1

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

SOTHERN, ANN

UPPER PRICE AUDIT		17
REGULAR AUDIT		19
MALES		19
FEMALES		19
MALES:	12-17	21
	18-30	17
	31-up	20
FEMALES:	12-17	17
	18-30	18
	31-up	22
INCOMES:	Upper and Middle	17
	Lower	20
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	15
	Once a Week	22
	More Than Once a Week	21
SIZE OF COMMUNITY:		
	Under 10,000	19
	10,000 to 100,000	18
	100,000 to 500,000	21
	Over 500,000	18

These figures are based on field work conducted in March, 1946 (25th Audit).

STAFFORD, JO

UPPER PRICE AUDIT		5
REGULAR AUDIT		5
MALES		5
FEMALES		5
MALES:	12-17	7
	18-30	6
	31-up	4
FEMALES:	12-17	6
	18-30	6
	31-up	2
INCOMES:	Upper and Middle	5
	Lower	5
FREQUENCY OF ATTENDANCE:	Less Than Once a Week	3
	Once a Week	6
	More Than Once a Week	6
SIZE OF COMMUNITY:	Under 10,000	7
	10,000 to 100,000	4
	100,000 to 500,000	6
	Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

STANWYCK, BARBARA

I

UPPER PRICE AUDIT		28
REGULAR AUDIT		27
MALES		21
FEMALES		30
MALES:	12-17	13
	18-30	21
	31-up	27
FEMALES:	12-17	22
	18-30	30
	31-up	37
INCOMES:	Upper and Middle	27
	Lower	27
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	27
	Once a Week	26
	More Than Once a Week	26
SIZE OF COMMUNITY:		
	Under 10,000	28
	10,000 to 100,000	30
	100,000 to 500,000	26
	Over 500,000	24

These figures are based on field work conducted in March, 1946 (25th Audit).

STEVENS, MARK

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		1
FEMALES		1
MALES:	12-17	2
	18-30	1
	31-up	2
FEMALES:	12-17	1
	18-30	2
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	2
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

These figures are based on field work
conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		36
REGULAR AUDIT		33
MALES		34
FEMALES		32
MALES:	12-17	24
	18-30	39
	31-up	36
FEMALES:	12-17	28
	18-30	33
	31-up	36
INCOMES:	Upper and Middle	37
	Lower	30
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	34
	Once a Week	32
	More Than Once a Week	33
SIZE OF COMMUNITY:		
	Under 10,000	30
	10,000 to 100,000	33
	100,000 to 500,000	33
	Over 500,000	34

These figures are based on field work conducted in March, 1946 (25th Audit).

TAYLOR, ROBERT

UPPER PRICE AUDIT	28
REGULAR AUDIT	30
MALES	22
FEMALES	35
MALES: 12-17	25
18-30	20
31-up	22
FEMALES: 12-17	33
18-30	35
31-up	35
INCOMES: Upper and Middle	29
Lower	30
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	24
Once a Week	33
More Than Once a Week	31
SIZE OF COMMUNITY:	
Under 10,000	35
10,000 to 100,000	31
100,000 to 500,000	30
Over 500,000	26

These figures are based on field work
conducted in March, 1946 (25th Audit).

TEMPLE, SHIRLEY

UPPER PRICE AUDIT	19
REGULAR AUDIT	24
MALES	20
FEMALES	26
MALES: 12-17	26
18-30	15
31-up	20
FEMALES: 12-17	39
18-30	20
31-up	28
INCOMES: Upper and Middle	18
Lower	27
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	22
Once a Week	25
More Than Once a Week	24
SIZE OF COMMUNITY:	
Under 10,000	34
10,000 to 100,000	28
100,000 to 500,000	22
Over 500,000	18

These figures are based on field work conducted in March, 1946 (25th Audit).

TERRY, PHILLIP

UPPER PRICE AUDIT		4
REGULAR AUDIT		3
MALES		2
FEMALES		4
MALES:	12-17	4
	18-30	2
	31-up	*
FEMALES:	12-17	6
	18-30	4
	31-up	3
INCOMES:	Upper and Middle	3
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	3
	More Than Once a Week	5
SIZE OF COMMUNITY:		
	Under 10,000	5
	10,000 to 100,000	3
	100,000 to 500,000	4
	Over 500,000	3

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

TIERNEY, GENE

UPPER PRICE AUDIT		24
REGULAR AUDIT		23
MALES		21
FEMALES		25
MALES:	12-17	24
	18-30	27
	31-up	15
FEMALES:	12-17	34
	18-30	27
	31-up	15
INCOMES:	Upper and Middle	22
	Lower	24
FREQUENCY OF ATTENDANCE:	Less Than Once a Week	16
	Once a Week	20
	More Than Once a Week	35
SIZE OF COMMUNITY:	Under 10,000	20
	10,000 to 100,000	24
	100,000 to 500,000	24
	Over 500,000	24

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		2
REGULAR AUDIT		2
MALES		2
FEMALES		2
MALES:	12-17	2
	18-30	3
	31-up	1
FEMALES:	12-17	2
	18-30	2
	31-up	1
INCOMES:	Upper and Middle	2
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	2
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	2
	10,000 to 100,000	2
	100,000 to 500,000	2
	Over 500,000	1

These figures are based on field work conducted in March, 1946 (25th Audit).

TODD, ANN

UPPER PRICE AUDIT		3
REGULAR AUDIT		3
MALES		2
FEMALES		3
MALES:	12-17	1
	18-30	3
	31-up	2
FEMALES:	12-17	2
	18-30	5
	31-up	1
INCOMES:	Upper and Middle	3
	Lower	2
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	3
	More Than Once a Week	3
SIZE OF COMMUNITY:		
	Under 10,000	*
	10,000 to 100,000	2
	100,000 to 500,000	2
	Over 500,000	6

*** Less than one per cent.**

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		13
REGULAR AUDIT		12
MALES		11
FEMALES		12
MALES:	12-17	9
	18-30	12
	31-up	13
FEMALES:	12-17	10
	18-30	13
	31-up	13
INCOMES:	Upper and Middle	13
	Lower	11
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	12
	Once a Week	12
	More Than Once a Week	12
SIZE OF COMMUNITY:		
	Under 10,000	13
	10,000 to 100,000	9
	100,000 to 500,000	13
	Over 500,000	13

These figures are based on field work conducted in March, 1946 (25th Audit).

TRACY, SPENCER

UPPER PRICE AUDIT		44
REGULAR AUDIT		44
MALES		47
FEMALES		42
MALES:	12-17	43
	18-30	47
	31-up	50
FEMALES:	12-17	27
	18-30	42
	31-up	51
INCOMES:	Upper and Middle	46
	Lower	42
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	45
	Once a Week	43
	More Than Once a Week	43
SIZE OF COMMUNITY:		
	Under 10,000	49
	10,000 to 100,000	43
	100,000 to 500,000	39
	Over 500,000	45

These figures are based on field work conducted in March, 1946 (25th Audit).

TREVOR, CLAIRE

UPPER PRICE AUDIT		4
REGULAR AUDIT		5
MALES		5
FEMALES		4
MALES:	12-17	5
	18-30	4
	31-up	6
FEMALES:	12-17	3
	18-30	5
	31-up	5
INCOMES:	Upper and Middle	4
	Lower	5
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	3
	Once a Week	5
	More Than Once a Week	6
SIZE OF COMMUNITY:		
	Under 10,000	8
	10,000 to 100,000	4
	100,000 to 500,000	4
	Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	22
REGULAR AUDIT	23
MALES	18
FEMALES	26
MALES: 12-17	32
18-30	17
31-up	8
FEMALES: 12-17	44
18-30	27
31-up	13
INCOMES: Upper and Middle	19
Lower	25
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	19
Once a Week	23
More Than Once a Week	26
SIZE OF COMMUNITY:	
Under 10,000	22
10,000 to 100,000	26
100,000 to 500,000	21
Over 500,000	22

These figures are based on field work conducted in March, 1946 (25th Audit).

TURNER, LANA

UPPER PRICE AUDIT		33
REGULAR AUDIT		34
MALES		34
FEMALES		35
MALES:	12-17	42
	18-30	37
	31-up	25
FEMALES:	12-17	44
	18-30	36
	31-up	27
INCOMES:	Upper and Middle	29
	Lower	38
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	30
	Once a Week	34
	More Than Once a Week	39
SIZE OF COMMUNITY:		
	Under 10,000	36
	10,000 to 100,000	31
	100,000 to 500,000	33
	Over 500,000	37

These figures are based on field work
conducted in March, 1946 (25th Audit).

VERA-ELLEN

UPPER PRICE AUDIT		1
REGULAR AUDIT		1
MALES		2
FEMALES		1
MALES:	12-17	3
	18-30	1
	31-up	1
FEMALES:	12-17	2
	18-30	1
	31-up	1
INCOMES:	Upper and Middle	1
	Lower	1
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	1
	Once a Week	1
	More Than Once a Week	2
SIZE OF COMMUNITY:		
	Under 10,000	1
	10,000 to 100,000	1
	100,000 to 500,000	1
	Over 500,000	2

These figures are based on field work conducted in March, 1946 (25th Audit).

WALKER, ROBERT

UPPER PRICE AUDIT		21
REGULAR AUDIT		22
MALES		17
FEMALES		26
MALES:	12-17	28
	18-30	14
	31-up	10
FEMALES:	12-17	42
	18-30	29
	31-up	10
INCOMES:	Upper and Middle	21
	Lower	24
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	15
	Once a Week	23
	More Than Once a Week	29
SIZE OF COMMUNITY:		
	Under 10,000	25
	10,000 to 100,000	22
	100,000 to 500,000	24
	Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT	18
REGULAR AUDIT	21
MALES	24
FEMALES	18
MALES: 12-17	34
18-30	26
31-up	16
FEMALES: 12-17	25
18-30	18
31-up	14
INCOMES: Upper and Middle	16
Lower	23
FREQUENCY OF ATTENDANCE:	
Less Than Once a Week	14
Once a Week	21
More Than Once a Week	27
SIZE OF COMMUNITY:	
Under 10,000	21
10,000 to 100,000	22
100,000 to 500,000	23
Over 500,000	18

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		12
REGULAR AUDIT		11
MALES		12
FEMALES		11
MALES:	12-17	11
	18-30	13
	31-up	11
FEMALES:	12-17	12
	18-30	12
	31-up	10
INCOMES:	Upper and Middle	14
	Lower	10
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	12
	Once a Week	11
	More Than Once a Week	11
SIZE OF COMMUNITY:		
	Under 10,000	8
	10,000 to 100,000	10
	100,000 to 500,000	12
	Over 500,000	12

These figures are based on field work conducted in March, 1946 (25th Audit).

UPPER PRICE AUDIT		21
REGULAR AUDIT		20
MALES		11
FEMALES		26
MALES:	12-17	12
	18-30	13
	31-up	9
FEMALES:	12-17	35
	18-30	30
	31-up	14
INCOMES:	Upper and Middle	22
	Lower	19
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	13
	Once a Week	21
	More Than Once a Week	26
SIZE OF COMMUNITY:		
	Under 10,000	12
	10,000 to 100,000	20
	100,000 to 500,000	21
	Over 500,000	23

These figures are based on field work conducted in March, 1946 (25th Audit).

WILLIAMS, BILL

UPPER PRICE AUDIT		4
REGULAR AUDIT		4
MALES		4
FEMALES		5
MALES:	12-17	7
	18-30	3
	31-up	2
FEMALES:	12-17	13
	18-30	4
	31-up	1
INCOMES:	Upper and Middle	4
	Lower	4
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	2
	Once a Week	5
	More Than Once a Week	7
SIZE OF COMMUNITY:		
	Under 10,000	4
	10,000 to 100,000	4
	100,000 to 500,000	5
	Over 500,000	4

These figures are based on field work conducted in March, 1946 (25th Audit).

WRIGHT, TERESA

UPPER PRICE AUDIT		12
REGULAR AUDIT		11
MALES		7
FEMALES		13
MALES:	12-17	5
	18-30	11
	31-up	5
FEMALES:	12-17	10
	18-30	16
	31-up	10
INCOMES:	Upper and Middle	12
	Lower	10
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	10
	Once a Week	10
	More Than Once a Week	12
SIZE OF COMMUNITY:		
	Under 10,000	9
	10,000 to 100,000	9
	100,000 to 500,000	10
	Over 500,000	13

These figures are based on field work
conducted in March, 1946 (25th Audit).

YOUNG, LORETTA

UPPER PRICE AUDIT		19
REGULAR AUDIT		19
MALES		15
FEMALES		22
MALES:	12-17	13
	18-30	15
	31-up	18
FEMALES:	12-17	16
	18-30	22
	31-up	27
INCOMES:	Upper and Middle	20
	Lower	19
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	19
	Once a Week	18
	More Than Once a Week	20
SIZE OF COMMUNITY:		
	Under 10,000	20
	10,000 to 100,000	21
	100,000 to 500,000	19
	Over 500,000	18

These figures are based on field work
conducted in March, 1946 (25th Audit).

YOUNG, ROBERT

UPPER PRICE AUDIT		20
REGULAR AUDIT		21
MALES		17
FEMALES		23
MALES:	12-17	15
	18-30	18
	31-up	18
FEMALES:	12-17	21
	18-30	22
	31-up	27
INCOMES:	Upper and Middle	20
	Lower	22
FREQUENCY OF ATTENDANCE:		
	Less Than Once a Week	19
	Once a Week	21
	More Than Once a Week	23
SIZE OF COMMUNITY:		
	Under 10,000	25
	10,000 to 100,000	21
	100,000 to 500,000	21
	Over 500,000	20

These figures are based on field work conducted in March, 1946 (25th Audit).